

January 20, 2005

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The Miami-Dade County Metropolitan Planning Organization (MPO) in conjunction with Miami-Dade County's Communications Department is conducting its 2<sup>nd</sup> Annual Public Service Announcement (PSA) Contest and would like to extend an invitation to your school to participate. The purpose of the PSA Contest is to both make the educational population aware of the MPO's activities and create an avenue of exposure for students to showcase their talent for a month on Miami-Dade TV and possibly on other cable channels such as Lifetime, MTV, and BET.

The MPO guides the transportation planning process in Miami-Dade County to ensure conformance with federal regulations requiring that highways, mass transit, and other transportation facilities and services are properly developed and deployed in relation to the overall plan of urban development. The MPO Governing Board is comprised of twenty-two (22) voting members charged with making transportation planning decisions in the Urbanized Area with the assistance of technical recommendations and citizen comments.

If you or your students are interested please contact the MPO by January 14, 2005 to request a visit by staff to learn about our mission and process. The students can then take their interpretations to film and create a 30-second English PSA. Once selected, winners will be asked to translate their PSAs to Spanish and Creole. The main objectives of the PSAs are to educate Miami-Dade County citizens on how the MPO can address their transportation needs and how they can participate in the transportation planning process.

For your convenience, information regarding the competition has been included. If your institution would be interested in participating in this event or you have questions, please contact the MPO's Public Involvement Officer, Paul Chance, at 305.375.1888.

Sincerely,

Jose-Luis Mesa, Director  
Metropolitan Planning Organization

# **PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST**

## **Miami-Dade County Metropolitan Planning Organization and Communications Department**

The Miami-Dade County Metropolitan Planning Organization (MPO) in coordination with Miami-Dade County's Communications Department is coordinating its 2<sup>nd</sup> Annual Public Service Announcement (PSA) Contest among all applicable educational entities in Miami-Dade County. The purpose of the PSA contest is to both educate students about the role of the MPO and to utilize their creativity to portray the numerous ways the public can get involved with transportation planning in 30-sec segment.

The MPO guides the transportation planning process in Miami-Dade County to ensure conformance with federal regulations requiring that highways, mass transit, and other transportation facilities and services are properly developed and deployed in relation to the overall plan of urban development. The MPO Governing Board is comprised of twenty-two (22) voting members charged with making transportation planning decisions in the Urbanized Area with the assistance of technical recommendations and citizen comments.

As mentioned above, the focus of the PSA will be to encourage the public to become involved in the MPO transportation planning process. One way citizens can get involved is by contacting the MPO directly to give comments or request staff to visit their place of work to speak with co-workers to determine their transportation needs. Also, there are citizen committees that are available to citizens to participate in such as the Citizens Transportation Advisory Committee (CTAC), the Bicycle Pedestrian Advisory Committee (BPAC), and the Transportation Aesthetics Review Committee (TRAC). It is for this reason that the **PSA should include the following three components:**

1. Introduction of the MPO
2. State how citizens can participate; and
3. Ask the public to get involved in the planning process.

Students interested in competing will be visited by MPO staff to learn about the MPO's mission and process. The students will then take their interpretations to film and create a 30-second English PSA. Once selected, winners will be asked to translate their PSAs to Spanish and Creole.

### **CRITERIA**

PSA submittals will be evaluated on the following criteria check list:

- ☐ Submitted on Mini Digital Video (Mini DV) or Beta SP or Beta SX format
- ☐ Participants name and contact information must be clearly labeled on tape
- ☐ Overall production values
- ☐ Creativity
- ☐ Clarity of information
- ☐ All Information is included
- ☐ Video and audio quality
- ☐ Presentation effectiveness (content presents the MPO's mission and process)
- ☐ Contain official MPO logo\* and phone number at the end of the PSA
- ☐ Contain the applicants name at the very end of the segment under the MPO's required information in small print i.e. "Name, Producer", etc.
- ☐ Submitted in English\*\*

\*It is the responsibility of the participant to contact the MPO to receive the MPO logo in electronic format.

**\*\*Once selected, winners will be responsible for the translation of their PSA into Spanish and Creole prior to airing on Miami-Dade TV and other cable channels. If participants experience difficulty with Spanish or Creole translations, they must contact Paul Chance at 305.375.1888 for assistance.**

## **COMPETITION ADMISSION APPLICATION AND FINAL SUBMITTAL PROCESS**

Admission applications must be submitted by **5:00 PM, Friday, February 4, 2005**. Please do not fax in applications, only originals will be accepted. You can mail or drop it off at the below address.

Final submittals must be made in Mini DV or Beta SP or Beta SX format, labeled with Name, Title, Address, Phone Number, and Length and mailed or dropped off at the following address by **5:00 PM Friday, March 25, 2005**:

Miami-Dade County Metropolitan Planning Organization  
Attn: Paul Chance  
Stephen P. Clark Building  
111 NW First Street, Suite 910  
Miami, FL 33128

In addition, Miami-Dade TV Release Forms must be filled out for all participants i.e. actors, camera operators, producers, etc. and submitted with the PSA. All forms can be obtained by contacting the MPO at 305.375.1888

## **JUDGING**

Judging will take place after the close of the contest date. Three (3) PSAs will be chosen and aired for one month each on Miami-Dade TV. Judges will consist of two (2) staff from the MPO, and two (2) staff from the Communications Department.

## **PRIZES**

The MPO will air the three (3) PSAs on Miami-Dade TV for one month each in May, June, and July 2005. Winners will receive recognition during MPO Governing Board meeting and a letter from the Communications Director recognizing them for outstanding service to local government. In addition, the winning segments may be aired on various local television stations in Miami-Dade County.

## **PSA COMPETITION TIMELINE**

| <b>TASK</b>                             | <b>DUE</b>          |
|---|---------------------|
| Deadline for schools to respond         | January 14, 2005    |
| MPO staff meet with interested students | January 24-28, 2005 |
| Admission application forms due         | February 4, 2005    |
| Close competition                       | March 25, 2005      |
| Judging                                 | March 28-31, 2005   |
| Announce three contest winners          | April 1, 2005       |
| Air on Miami-Dade TV                    | May, June, and July |

## **RULES AND REGULATIONS**

The MPO reserves the right to make additions to and/ or deletions to the entire competition process, including, but not limited to, changing any rules and regulations, dates, and /or times.

Competition admission applications must be submitted by **5:00 PM, Friday, February 4, 2005**. Please do not fax in applications, only originals will be accepted. You can mail or drop it off at the Miami-Dade County Metropolitan Planning Organization, Attn: Paul Chance, Stephen P. Clark Building, 111 NW First Street, Suite 910, Miami, FL 33128.

All submittals must be received by **5:00 PM Friday, March 25, 2005** and must be labeled with Name, Title, Address, Phone Number, and Length. Each PSA must be exactly thirty (30) seconds in length, be in Mini DV or Beta SP or Beta SX format, and contain the MPO logo and phone number at the end of the segment. It is the responsibility of the participant to contact the MPO at 305.375.1888 to receive the MPO logo in electronic format. Students shall write and produce all segments without outside professional help. All entries will be screened by the MPO to determine eligibility before being judged.

Participants are solely responsible for their PSA's cost of production. The MPO will only be responsible for the cost of airing the segment on Miami-Dade TV or other television stations as deemed appropriate.

Submittals will be judged with three (3) PSAs being selected to be aired for one month each on Miami-Dade TV. All contestants will be notified in writing once the winners have been decided upon.

Once selected, winners will be responsible for the translation of their PSA into Spanish and Creole prior to airing on Miami-Dade TV. If participants experience difficulty with Spanish or Creole translations, they must contact Paul Chance at 305.375.1888 for assistance.

Winning submittals become the sole property of the MPO. The MPO reserves the right to air a segment on another television station at no cost to the participant and no financial gain to the MPO. The MPO will be responsible for the cost of airing the segment on said television stations.

Miami-Dade TV Release Forms must be filled out for all participants i.e. actors, camera operators, producers, etc. and submitted with the PSA. By submitting the Release Form, each applicant agrees to release, discharge and hold harmless MPO and Miami-Dade TV from all claims and damages arising out of his/her participation in the contest, and to have his or her name, voice and likeness used at MPO discretion as part of the contest or as part of promotions for the contest, in any and all media now known or hereafter devised.

MPO and Miami-Dade TV shall not be liable for injury, loss or damage of any kind resulting from participating in this contest or from acceptance or use of any prize awarded. MPO and Miami-Dade TV reserve the right to verify eligibility qualifications of any contest entrant.

The MPO and Miami-Dade TV are not responsible for lost, stolen, or incorrectly mailed applications or videotapes. Due to the high volume of entries anticipated, the MPO will not be able to answer any questions about the receipt or status of any application of tape. If you want an acknowledgment of your entry, please enclose a self-addressed stamped envelope. The MPO will take every precaution to ensure proper handling of materials submitted; however, the awards committee, its judges, or its agents cannot be held responsible for loss or damage to any video entered.

Videos may be shown, duplicated for judges, or disposed of, as the MPO and Miami-Dade TV deems appropriate. By entering, entrants agree to hold the MPO and Miami-Dade TV harmless for any costs or expenses of any claim arising out of any such use by the MPO or Miami-Dade TV.



## Miami-Dade Metropolitan Planning Organization Public Service Announcement Application

(Please Print)

School \_\_\_\_\_  
Name of Student \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ School Phone (\_\_\_\_) \_\_\_\_\_  
Email Address \_\_\_\_\_  
Status (Circle) Graduate Senior Junior Sophomore Freshman  
Student Advisor \_\_\_\_\_  
Who is your target audience? (i.e. age, sex, race, etc.) \_\_\_\_\_  
Title of PSA (If Known) \_\_\_\_\_

### Release Authorization:

I, the undersigned, hereby give the Miami-Dade MPO a non-exclusive license to use, and to allow others to use, in whole or in part, in whatever manner the Metropolitan Planning Organization may desire, including (but not limited to) use for publicity, exhibition, publication, audio-visual presentation, and/or promotion, all material submitted to the Miami-Dade MPO in connection with Miami-Dade MPO PSA Contest. The Miami-Dade MPO is hereby given permission to make any editorial changes and/or additions to the material referred to herein as it may deem necessary or desirable for production purposes.

The undersigned hereby agrees the he or she has the authority to grant these rights, that the understanding has obtained any such rights necessary from third parties, including without limitation, models, creators, photographers, and producers, and that undersigned will hold harmless and indemnify the Miami-Dade MPO from and against any claim brought against the Miami-Dade MPO from third parties that may arise out of the violation of this release authorization.

### Released Authorized By:

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Print Name \_\_\_\_\_ Date \_\_\_\_\_

### Please submit application by February 4, 2005 to:

Stephen P. Clark Center  
Attention: Paul Chance  
Miami Dade County MPO  
111 N.W. 1<sup>st</sup> Street, Suite 910  
Miami, FL 33128

For more information call Paul Chance at 305-375-1888, email [chance@miamidade.gov](mailto:chance@miamidade.gov)  
or visit our web site at [www.miamidade.gov/mpo](http://www.miamidade.gov/mpo)



Date: \_\_\_\_\_

Program/Location:

\_\_\_\_\_  
\_\_\_\_\_

## RELEASE

I, \_\_\_\_\_,  
(print)

hereby consent that all photographs and/or video recordings taken of me and/or recordings made of my voice or musical performance on behalf of Miami-Dade County's Department of Communications (Miami-Dade TV), may be used by Miami-Dade County, and/or others with its consent, for purposes of illustration, promotion, broadcast or publication in any manner including electronic media. Further, I understand that I will not receive compensation, financial or otherwise, for its use.

\_\_\_\_\_  
Signature

If a minor under the law:

\_\_\_\_\_  
Guardian Signature

\_\_\_\_\_  
Guardian Printed Name

\_\_\_\_\_  
Guardian Address

**Miami-Dade County  
Communications Department**  
111 NW First Street  
Suite 2510  
Miami, FL 33128  
305-375-2836  
305-375-3968 Fax